

The

2024

Marketing Plan Template

FUTURE-PROOF YOUR BUSINESS AND
PLAN YOUR SWEETEST YEAR EVER!



STEP 1: GOALS

To increase new customers online, expand your business, or reach your business goals, you need to create a marketing plan that puts you in control. An annual marketing plan has 3 sections:

*The specific **GOALS** for your business*

*An overarching **STRATEGY** to reach those goals*

***TACTICS** you will use to accomplish that strategy*

For this section, list 3 goals and your plan to measure progress (a statistic)

EXAMPLE

1. Go Direct To Consumers

Most businesses get their best leads through referrals. Therefore, it's time you take control of your marketing. This way you have better predictability and survivability during "referral droughts."

For this stat, use the percentage of customers that come in directly (such as walk-ins, through phone, email, via website, etc.) vs. customers that come through referrals.

2. Increase New Customers Online

One of the primary ways new customers find you and your business is through an online search, allowing them to visit your website or look up your contact information.

For this stat, track the number of New Customer Leads & New Customer Calls from your website.

3. Bring Past Customers Back

Bringing in new customers is a great goal. But keeping your current customers engaged and coming back when they need your help, services, or products in the future is an even better investment

For this stat, set a goal for your business' number of re-engaged customers.

YOUR BUSINESS

GOAL 1: _____

STAT: _____

NOTES: _____

GOAL 2: _____

STAT: _____

NOTES: _____

GOAL 3: _____

STAT: _____


NOTES: _____



STEP 2: STRATEGY

To succeed at marketing and ensure all your efforts stay laser-focused on the results that matter, you need to outline the right strategy. One of the most common ways to create a marketing strategy is with a "Funnel" which turns a person who had never heard of you into a loyal, referring customer.

Follow along with this Funnel Strategy to create your own funnel. Remember, each step should lead the potential customer into the next stage.





















EXAMPLE	YOUR BUSINESS
 <p>ONLINE DISCOVERY Create a massive online presence to be discovered by thousands more people in your community searching for your solutions. STATS: Organic Google Rank, Website Traffic</p>	<p>STEP 1: _____ PURPOSE: _____ _____ STATS: _____</p>
 <p>BUILD TRUST Develop 5-star online reviews, and build your online brand to attract higher paying, motivated customers. STATS: # of 5-Star Google Reviews</p>	<p>STEP 2: _____ PURPOSE: _____ _____ STATS: _____</p>
 <p>NEW CUSTOMER CONVERSION Utilize website systems and Google, to increase phone call inquiries and online requests (ie: appointments). STATS: # of Website Appointment Requests</p>	<p>STEP 3: _____ PURPOSE: _____ _____ STATS: _____</p>
 <p>ENGAGE CUSTOMERS Leverage marketing tools and increase conversations, testimonials, and social media engagement. STATS: Social Media #'s such as followers</p>	<p>STEP 4: _____ PURPOSE: _____ _____ STATS: _____</p>
 <p>RAVING FANS Nurture your customer list to re-engage, refer, and promote your business. STATS: # of Customer Referrals, Email Open Rates</p>	<p>STEP 5: _____ PURPOSE: _____ _____ STATS: _____</p>



STEP 3: TACTICS

Next, list some specific tools or “tactics” you plan to use for each stage of the strategy.

Sweet Tip: Remember that each area of your business strategy should have a budget, and a portion of your marketing team's time each month. Consistency is key!

EXAMPLE	YOUR BUSINESS
<p style="text-align: center;">ONLINE DISCOVERY</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Google Ranking</p> </div> <div style="text-align: center;">  <p>Local Directories</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p>Google Business Profile</p> </div> <div style="text-align: center;">  <p>Google Ad Campaigns</p> </div> </div>	<p style="text-align: center;"><i>What tactics will you use in 2023 to get discovered online?</i></p> <hr/> <hr/> <hr/> <hr/> <hr/>
<p style="text-align: center;">BUILD TRUST</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Google Reviews</p> </div> <div style="text-align: center;">  <p>Website WOW Factor & Ease of Use</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p>Facebook & Yelp Reviews</p> </div> <div style="text-align: center;">  <p>Online Brand Presence</p> </div> </div>	<p style="text-align: center;"><i>What tactics will you use in 2023 to build trust in your services?</i></p> <hr/> <hr/> <hr/> <hr/> <hr/>
<p style="text-align: center;">NEW CUSTOMER CONVERSION</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Website Conversions (+Tracking)</p> </div> <div style="text-align: center;">  <p>Automated Chat Box</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p>Online Appointment System</p> </div> <div style="text-align: center;">  <p>Phone Calls from Website & Ads</p> </div> </div>	<p style="text-align: center;"><i>What tactics will you use in 2023 to convert more new customers?</i></p> <hr/> <hr/> <hr/> <hr/> <hr/>
<p style="text-align: center;">ENGAGE CUSTOMERS</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Valuable Content</p> </div> <div style="text-align: center;">  <p>Review Requests</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p>Showcase Expertise</p> </div> <div style="text-align: center;">  <p>Social Engagement</p> </div> </div>	<p style="text-align: center;"><i>What tactics will you use in 2023 to keep your customers engaged?</i></p> <hr/> <hr/> <hr/> <hr/> <hr/>
<p style="text-align: center;">RAVING FANS</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Monthly Newsletters</p> </div> <div style="text-align: center;">  <p>Re-engagement Calls & Emails</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p>Blog & Tips</p> </div> <div style="text-align: center;">  <p>Customer Referrals</p> </div> </div>	<p style="text-align: center;"><i>What tactics will you use in 2023 to turn customers into raving fans of your business?</i></p> <hr/> <hr/> <hr/> <hr/> <hr/>



Schedule A Consult With Experts Who Know How To Bring You Sweet Success



- Meet Our Team & Learn What Delicious Results We Can Deliver
- Analyze & Confront Your Current Challenges
- Discover “The Cyberlicious Recipe” for Gaining Control of Your Marketing
- Discuss a Direct-to-Client Marketing Strategy to Meet Your Unique Goals
- Plus... a Detailed Performance Report On Your Current Marketing & Website!

